

Wiley Executive Seminar. July 31, 2016. Tokyo International Forum.

How researchers use of Social Media & Scholarly Collaboration Networks

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Researchers have shared scholarly articles with colleagues since the journal first appeared.

Sharing and collaboration has always been at the foundation of research and discovery.

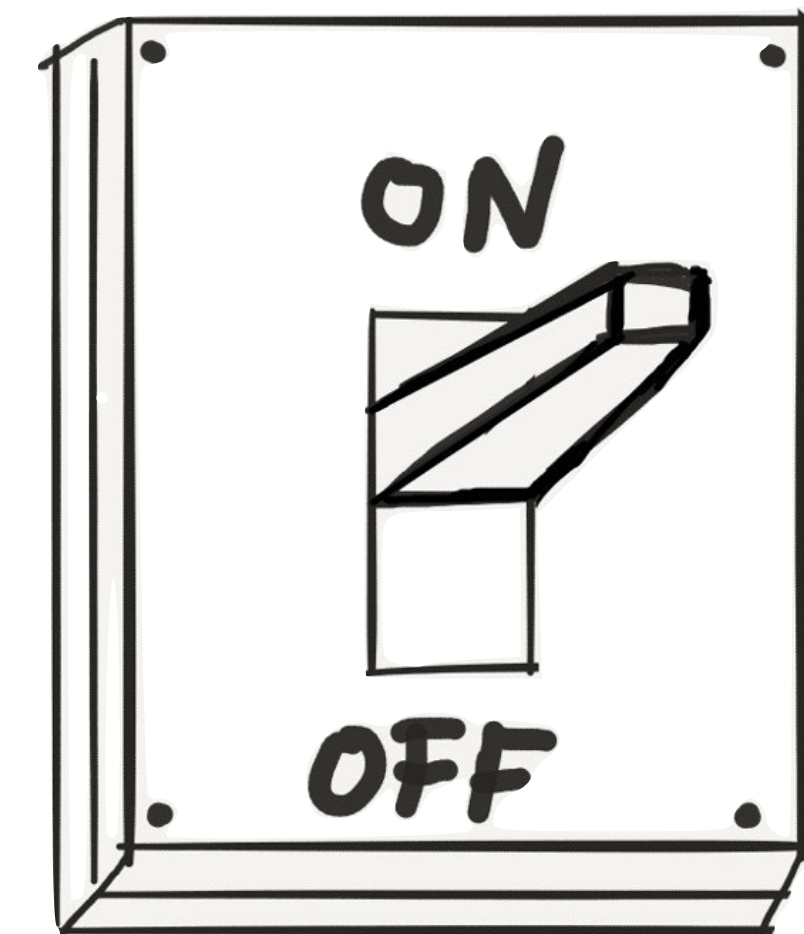


But,

**The Internet has
changed.**

and ..

**THE
INTERNET**



**The OpenAccess
movement is transforming
scholarly communication.**



There are many scholarly collaboration networks (SCNs – also known as social sharing networks, SSNs) offering services to researchers.





**Millions of researchers use SCNs
to communicate with each other,
to build online profiles,
and to exchange scholarly information.**

// TODAY'S TALK

Scholarly

Communications

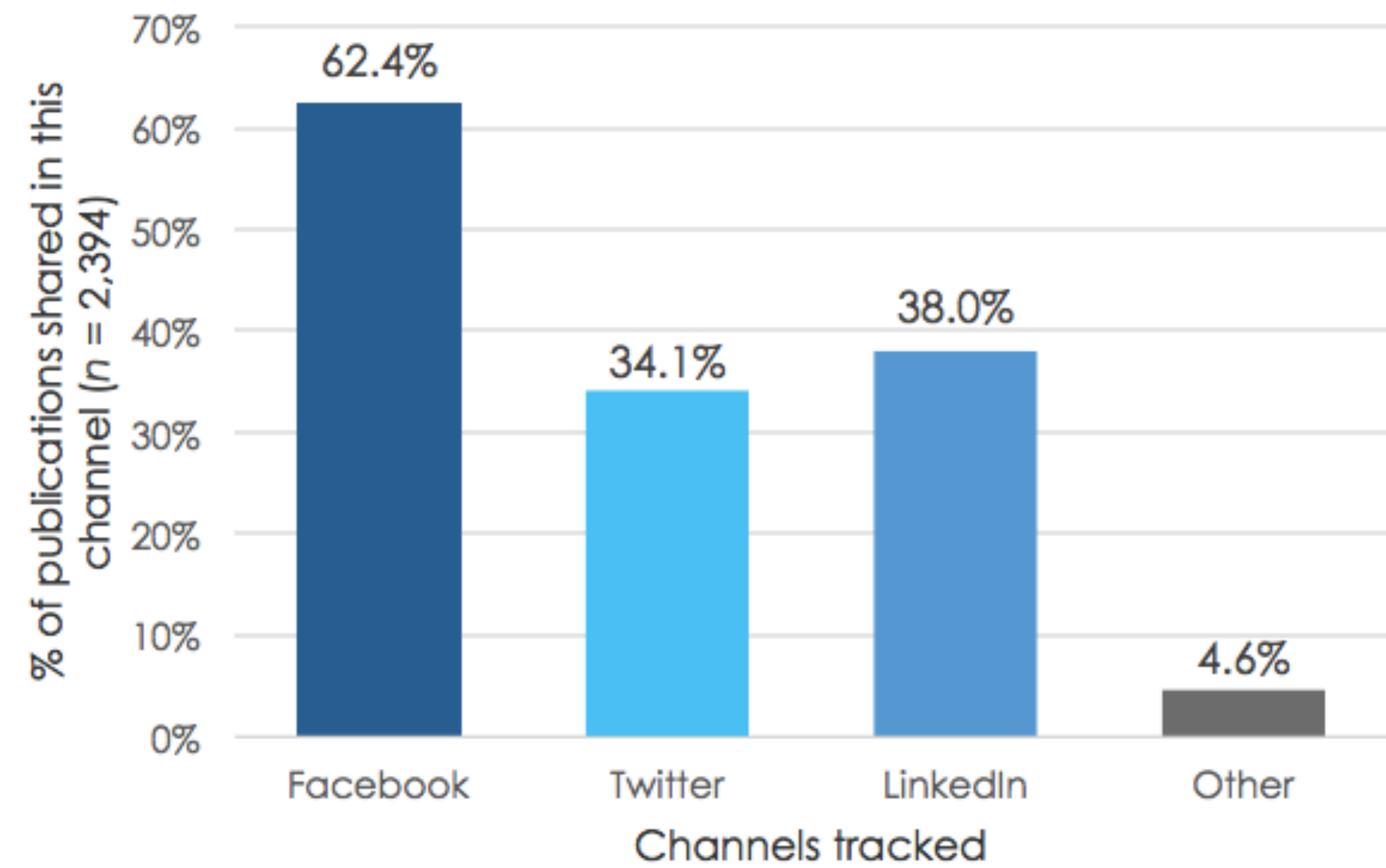
Ecosystem

SCNs have been part of the scholarly communications landscape for several years now.

SCNs are increasingly popular among the research community, as shown in 3 surveys.

How to increase the visibility, downloads and impact of publications using Kudos (June 2016)
3,000 responses

Facebook is more commonly used by academics to share work than might be expected.



Links shared via LinkedIn are more likely to be clicked on

		Increase in share referrals
Facebook	Correlation r	.564**
	Sig. (2-tailed)	.000
Twitter	Correlation r	.429**
	Sig. (2-tailed)	.000
LinkedIn	Correlation r	.604**
	Sig. (2-tailed)	.000
Others (e.g. email)	Correlation r	.320**
	Sig. (2-tailed)	.000
	n	1,485

**Social network works
best for researchers.**



SCNs have grown substantially in recent years,

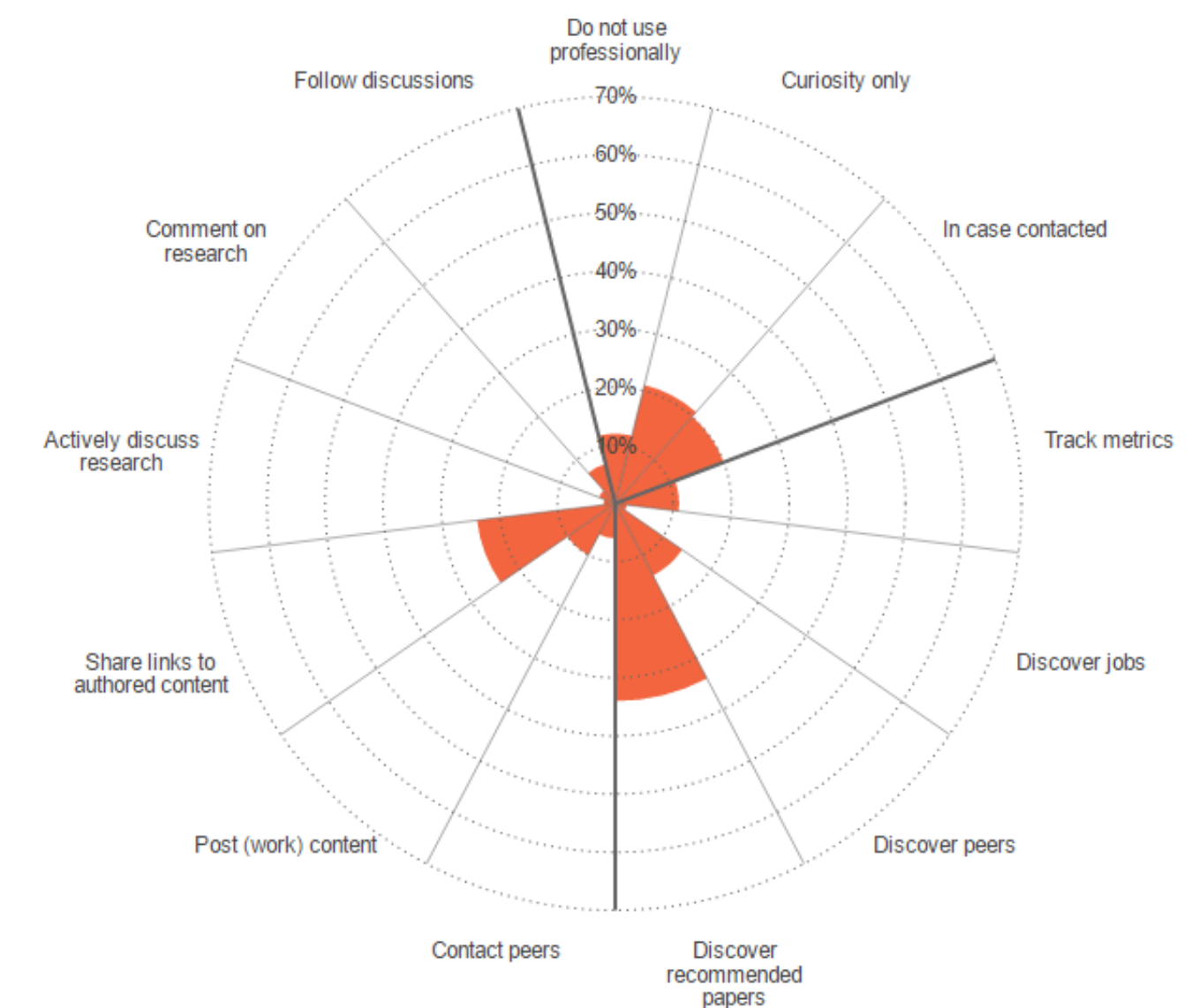
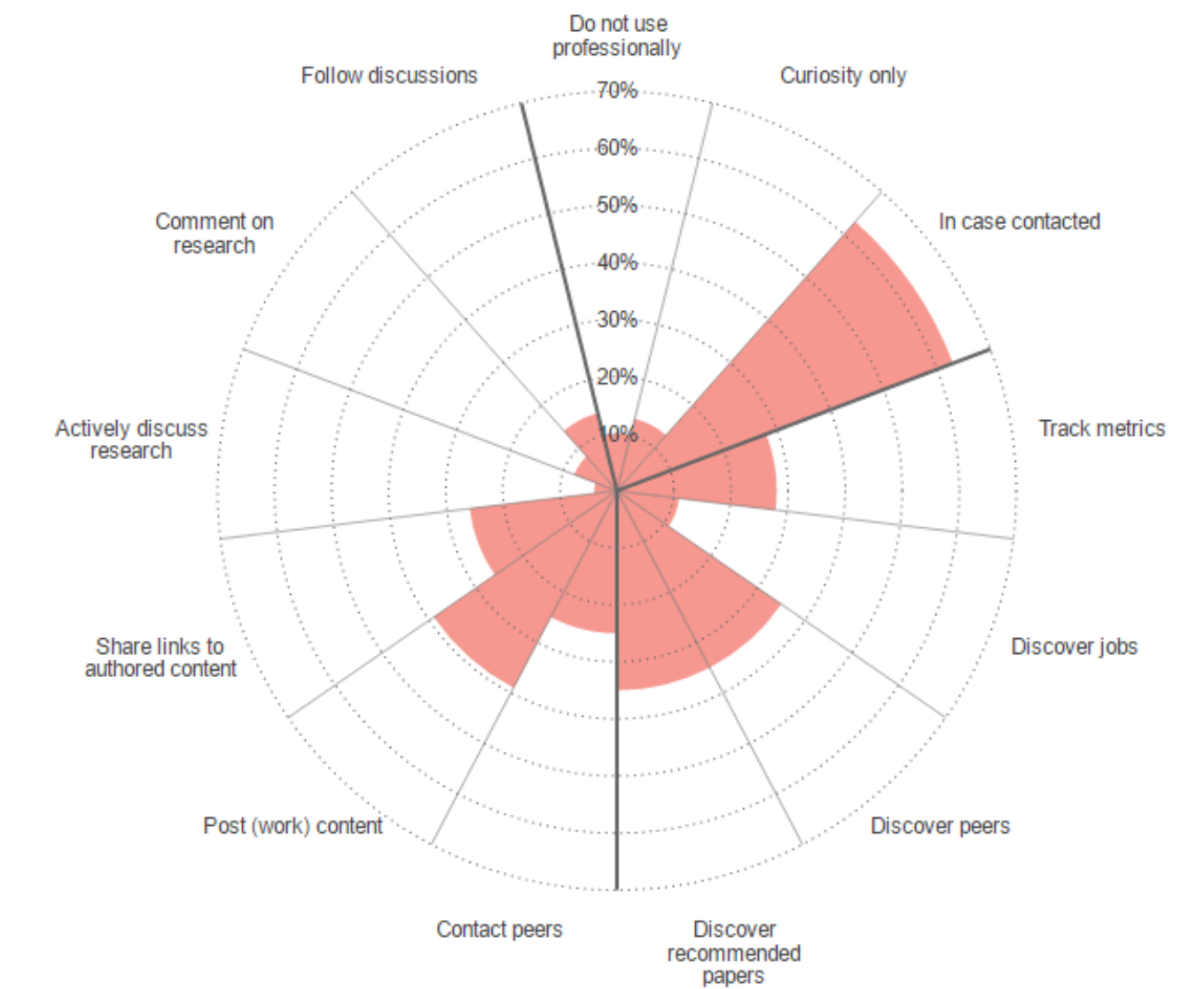
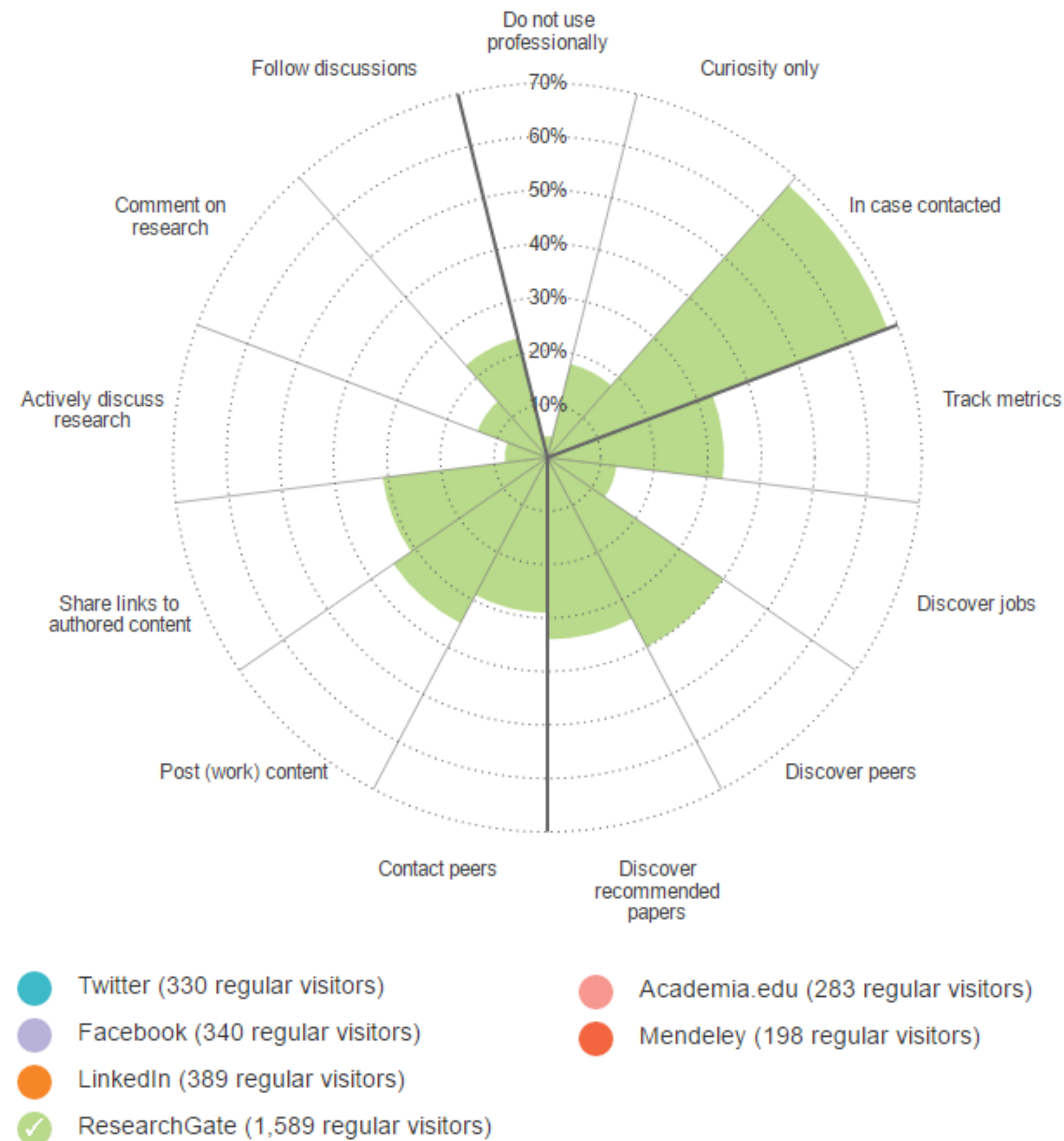
particularly in the “big” three –

Academia.edu, ResearchGate, and Mendeley.

Nature survey [doi:doi.org/10.1038/512126a](https://doi.org/10.1038/512126a) (August 2014)
3,500 responses

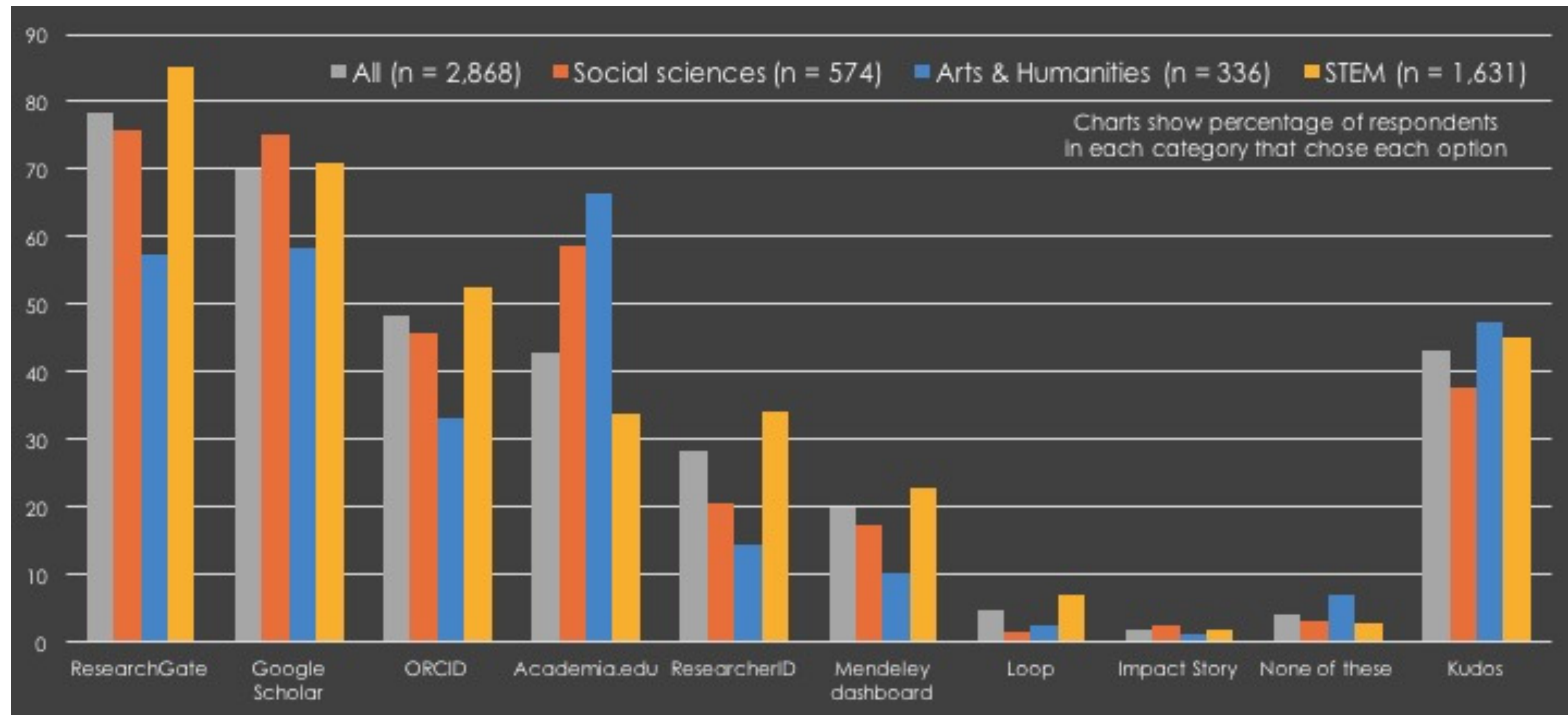
Interactive: Why scholars use social media

In *Nature's* survey, a subset of scholars who said they 'regularly visited' social media sites were quizzed in detail about their activities.



Variations in outreach efforts by career level and subject discipline (June 2016)
3,000 responses

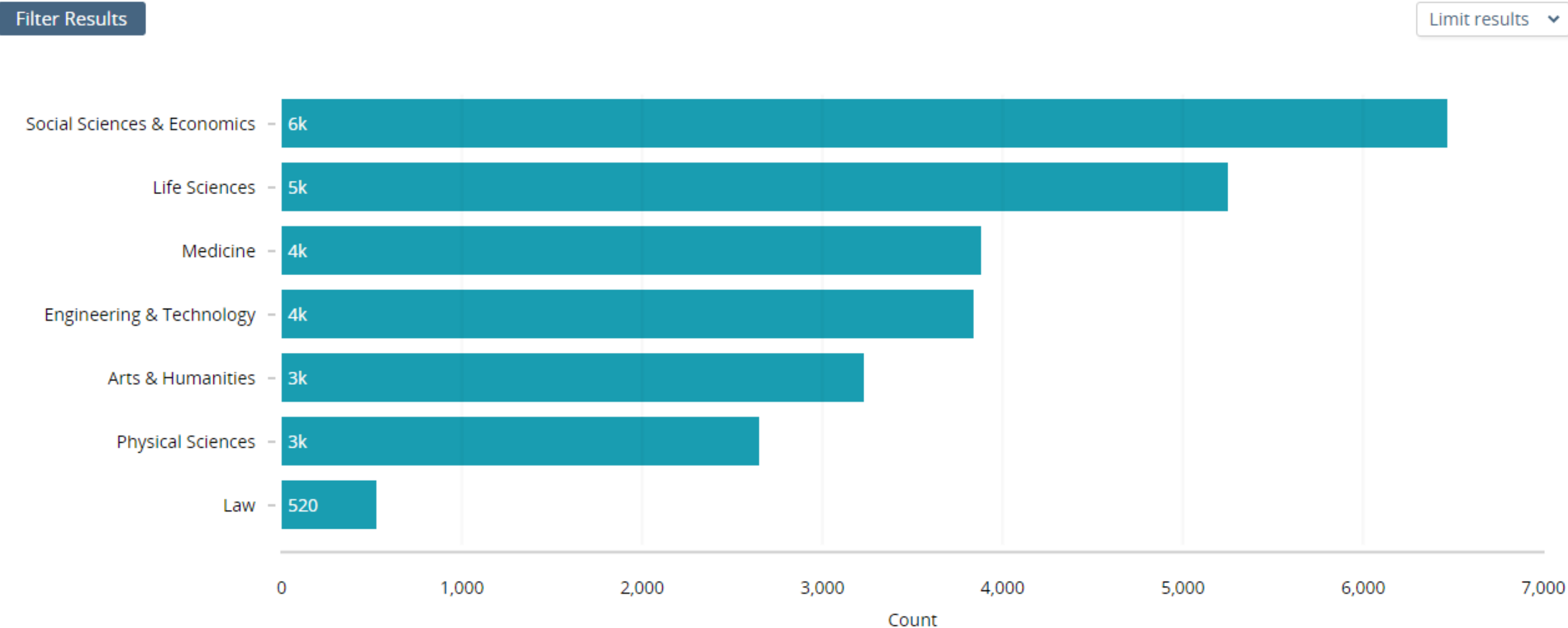
Figure. Usage of academic tools and networks, by discipline.



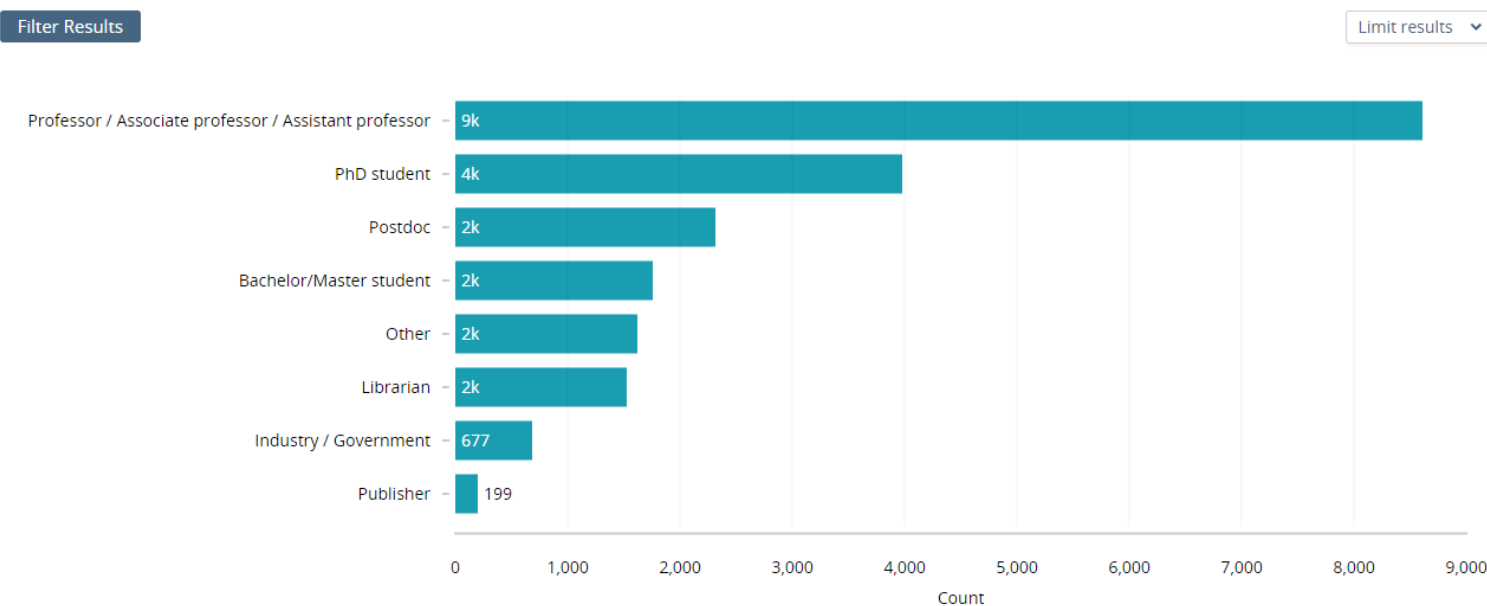
Innovations in scholarly communication - survey doi: doi.org/10.12688/f1000research.8414.1 (April 2016)

20,663 responses

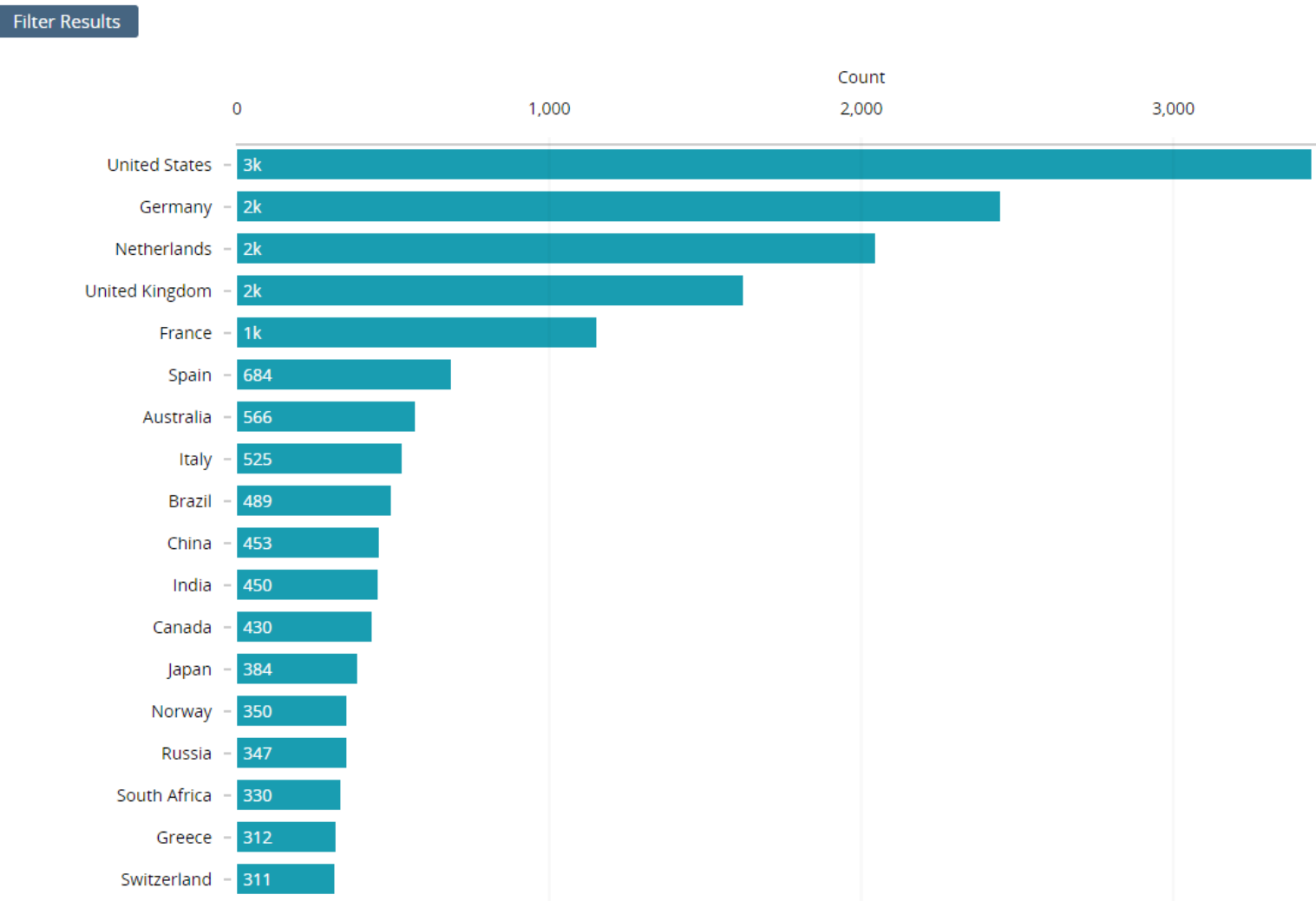
Number of Survey response datacards grouped by Discipline(s)



Number of Survey response datacards grouped by Research role



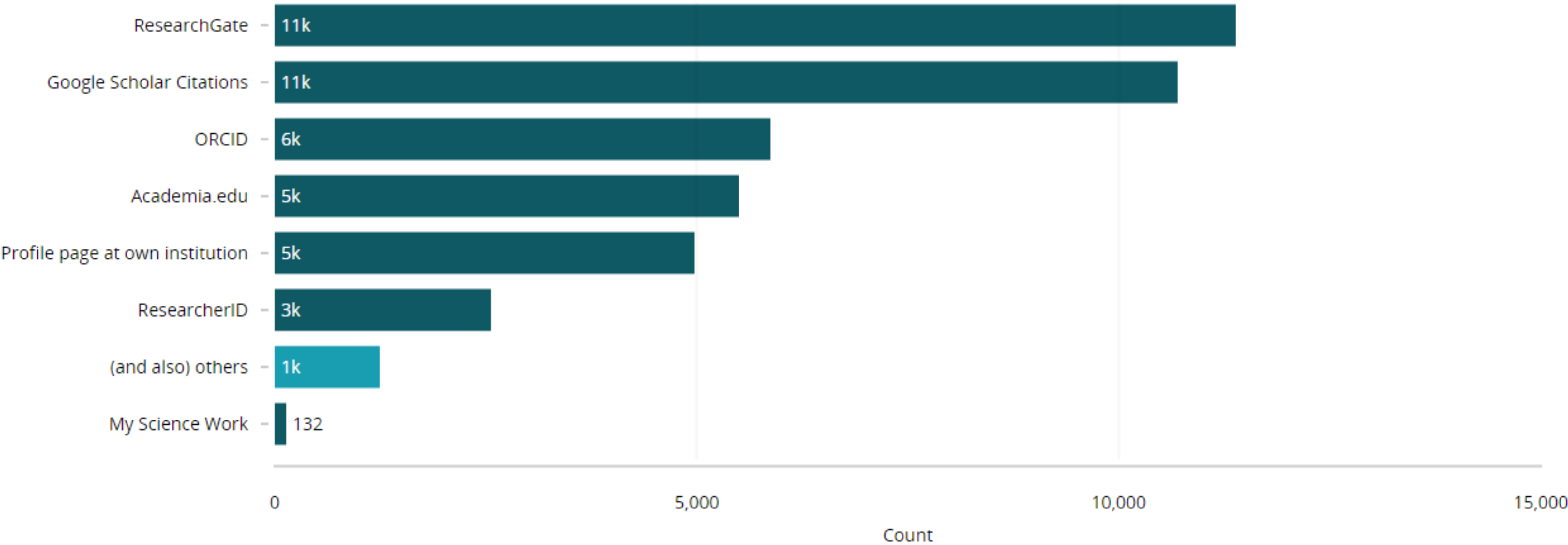
Number of Survey response datacards grouped by Country of current (or last) affiliation?



Number of Survey response datacards grouped by Researcher Profiles Preset Answers

Filter Results

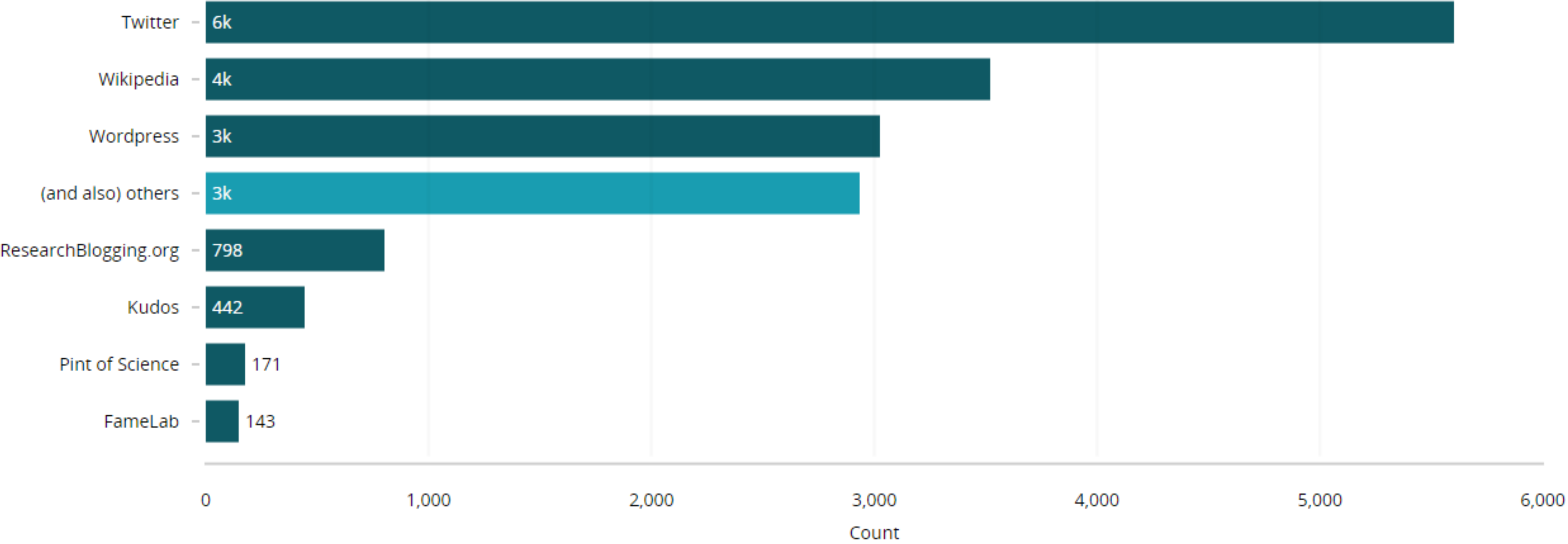
Limit results ▾



Number of Survey response datacards grouped by Outreach Preset Answers

Filter Results

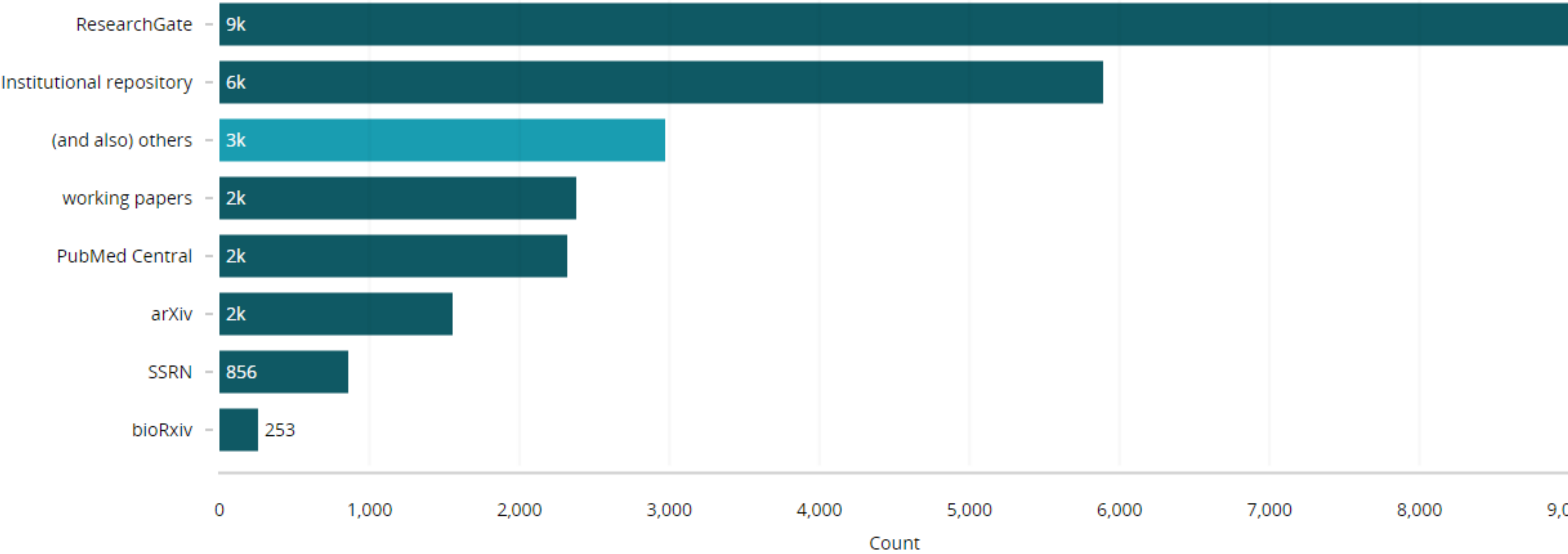
Limit results ▾



Number of Survey response datacards grouped by Archive Share Publications Preset Answers

Filter Results

Limit results ▾



Sharing of journal articles

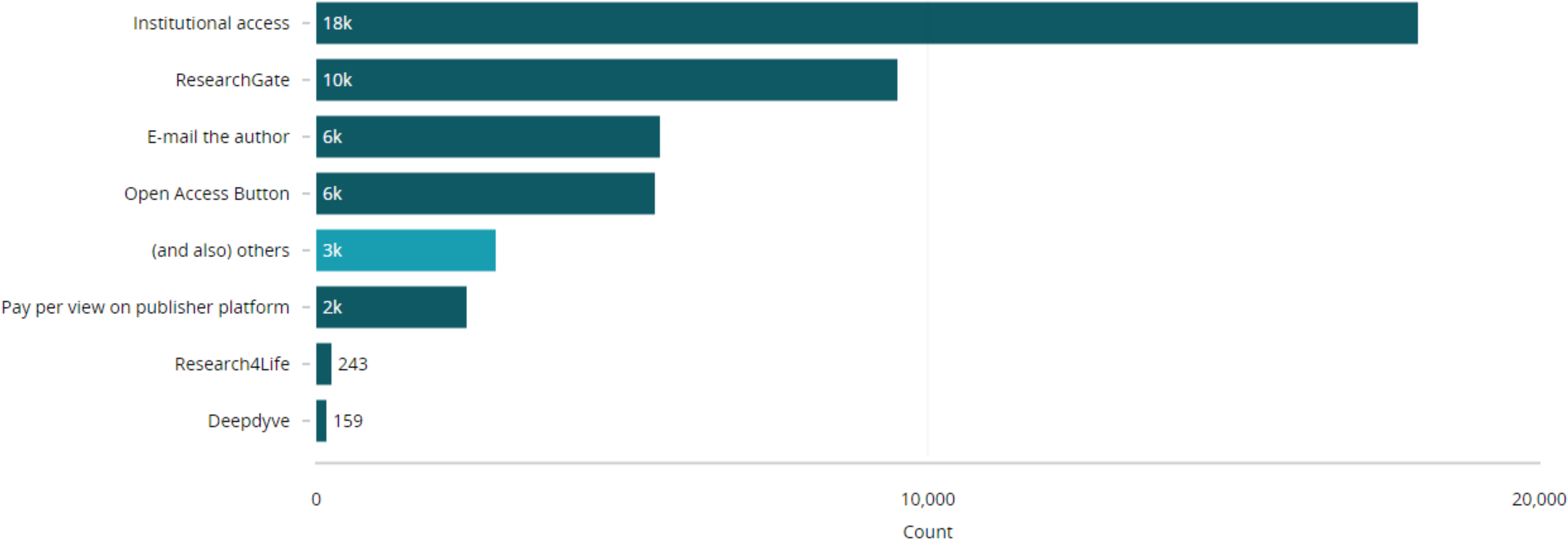
is an important factor

in advancing scholarly research.

Number of Survey response datacards grouped by Get Access To Literature Etc. Preset Answers

Filter Results

Limit results ▾



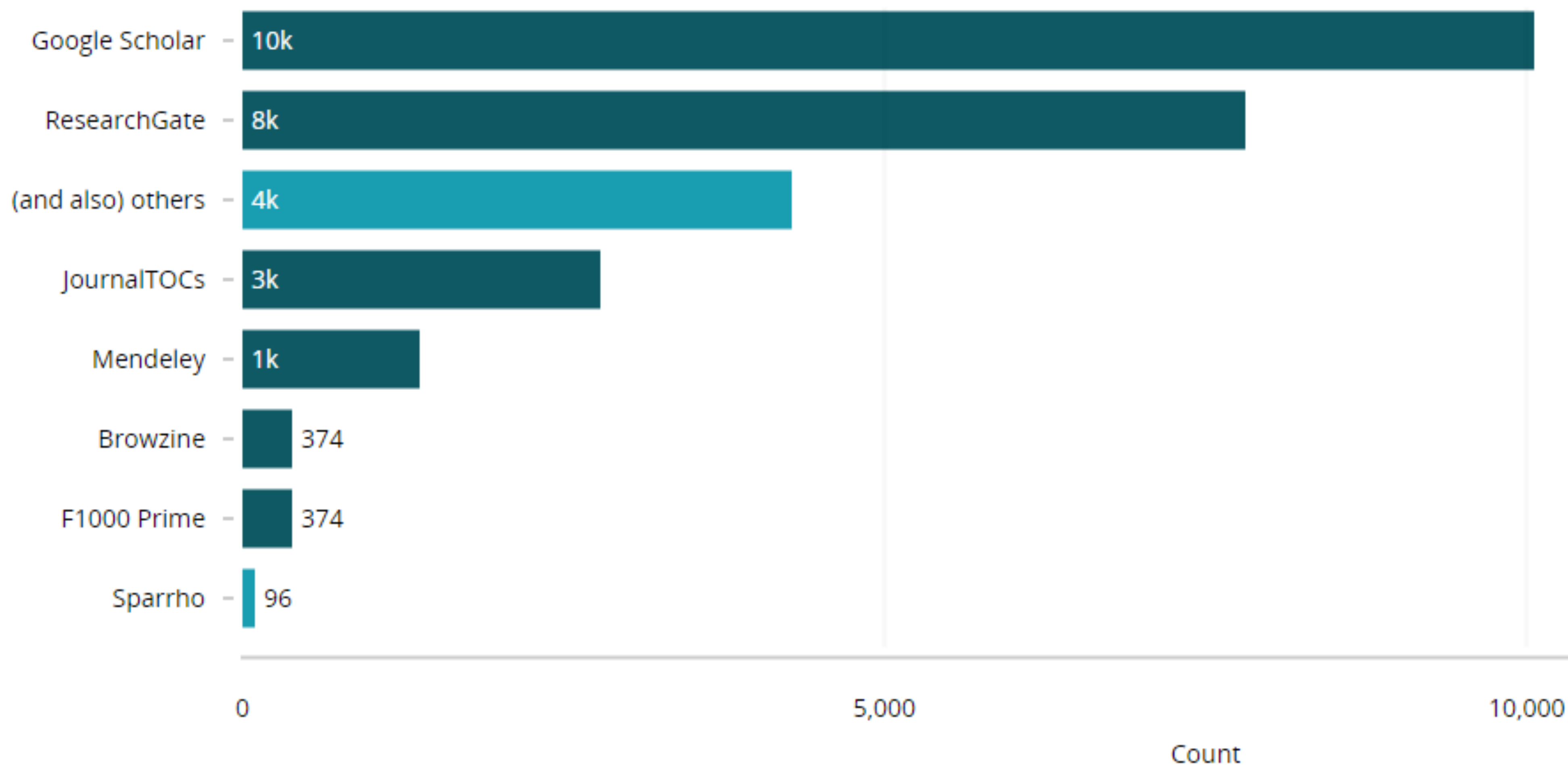
Article Sharing

on

Scholarly Collaboration Networks

Number of Survey response datacards grouped by Get Alerts Recommendations Preset Answers

Filter Results



Scholarly collaboration networks

offer researchers the opportunity

to discover and share research



article sharing in SCNs



altmetrics

On February 2015, the STM launched a public consultation on article sharing in SCNs.



altmetrics:
tracking the online
attention of research.



We believe that a radically different approach is required – one that is open, collaborative, and networked.



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I have no COI with regard to our presentation.